

12-18-01

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

12/07/01  
J1048 U.S. PTO

December 7, 2001

File No. A-70646/RMA

**Box PATENT APPLICATIONS**  
Assistant Commissioner for Patents  
Washington, D.C. 20231

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I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED  
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INDICATED ABOVE AND IS ADDRESSED TO: BOX PATENT APPLICATION  
FEE, ASSISTANT COMMISSIONER FOR PATENTS, Washington, D.C. 20231  
TYPED NAME: Raquel Graeber  
SIGNED Raquel Graeber

Sir:

Transmitted herewith for filing is the patent application of Inventors: Sanjay Ranka, Cupertino, California; E. Diane Chang, Mountain View, California; and Daniel Veiner, Mountain View, California

For: **METHOD, ALGORITHM AND COMPUTER PROGRAM FOR TARGETING MESSAGES INCLUDING ADVERTISEMENTS IN AN INTERACTIVE MEASURABLE MEDIUM**

jc555 U.S. PTO  
10/017074  
12/07/01

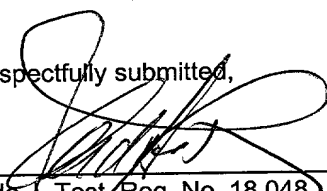
☒ Applicant claims small entity status. See 37 CFR 1.27.

Enclosed are also:

- ☒ Request And Certification Under 35 USC 122(b)(2)(B)(i)
- ☒ Information Disclosure Statement (IDS)/PTO-1449; copies of IDS citations
- ☒ 6 Sheets of informal drawings
- ☒ An Assignment of the invention to PARAMARK, INC.; fee for recording is enclosed
- ☒ Power of Attorney by Assignee & Exclusion of Inventor Under 37 CFR 3.71
- ☒ Combined Declaration and Power of Attorney for Patent Application
- ☒ Declaration for Patent Application (6 of 7 inventors)
- ☒ Associate Power of Attorney
- ☒ Request and Certification under 35 U.S.C. 122(b)(2)(i) with attached form PTO/SB/35
- ☒ Genetic Sequence Submission: Paper copy, Computer Readable Copy; Statement Verifying Identical Paper and Computer Readable Copy

|   | (Col. 1)<br>NO. FILED | (Col. 2)<br>NO. EXTRA | SMALL ENTITY |        | OTHER THAN SMALL ENTITY |       |
|---|-----------------------|-----------------------|--------------|--------|-------------------------|-------|
|   |                       |                       | RATE         | FEE    | RATE                    | FEE   |
| <b>BASIC FEE</b>  |                       |                       |              | \$370  |                         | \$740 |
| TOTAL CLAIMS  | 73 - 20 = 53          | 53                    | x 9 =        | \$477  | x 18 =                  | \$    |
| INDEP CLAIMS  | 8 - 3 = 5             | 5                     | x 42 =       | \$210  | x 82 =                  | \$    |
| MULTIPLE DEPENDENT CLAIM PRESENTED                                |                       |                       | +140 =       | \$     | +280 =                  | \$    |
| If the difference in Col 1 is less than zero, enter "0" in Col. 2 |                       |                       | TOTAL        | \$1057 | TOTAL                   | \$    |

☒ Our check in the amount of **\$1097.00** is enclosed (\$1057.00 filing fees; assignment recordation \$40.00). The Assistant Commissioner is authorized to charge any deficiencies or credit any overpayment in the enclosed fees to Deposit Account 06-1300 (Order No. A-70646/RMA)

Respectfully submitted,  
  
Aldo J. Test, Reg. No. 18,048  
For R. Michael Ananian, Reg. No. 35,050

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|  |                      |  |
|--|----------------------|--|
| <b>REQUEST AND CERTIFICATION<br/>UNDER<br/>35 U.S.C. 122(b)(2)(B)(i)</b> | First Named Inventor | Ranka, et al.  |
|  | Title                | Method, Algorithm and Computer Program for Targeting Messages Including Advertisements in an Interactive Measurable Medium |
|  | Atty. Docket Number  | A-70646/RMA  |

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b)

11/28/2001

Date

PARAMARK, INC.

By: Sanjay Ranka  
Sanjay Ranka, Chief Technical Officer

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122 (b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Burden Hour Statement: This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SENT TO: Assistant Commissioner for Patents, Washington, DC 20231

cc: FHTAH DOCKETING